

ITPC EXECUTIVE BOARD RESOLUTION

WHEREAS, Every year more than 19,000 Hoosier children become addicted to tobacco, of whom a third will die prematurely because of this addiction. This year more than 10,000 Hoosiers will die from tobacco use and thousands more will suffer from illness and health problems caused by smoking and secondhand smoke; and

WHEREAS, Smoking-caused health problems cost Indiana a total of more than \$1.6 billion per year, including more than \$380 million paid for by the state Medicaid program with taxpayer dollars; and

WHEREAS, Indiana settled its lawsuit against the major tobacco companies to reduce tobacco's toll in Indiana, and the Master Settlement Agreement has the stated goal of providing "significant funding for the advancement of public health and the implementation of important tobacco-related public health measures."

WHEREAS: Indiana receives an average of \$150 million in settlement payments each year from the tobacco companies, and the Indiana Legislature created the Indiana Tobacco Prevention and Cessation Executive Board to implement a long-range State plan to reduce tobacco use;

WHEREAS, the ITPC Executive Board developed an annual budget of \$32.5 million based on Indiana Legislature appropriations from 2001-2003; and

WHEREAS, Experiences from other states indicate that adequately funded state tobacco-prevention programs reduce smoking-caused costs by two or three dollars for every dollar the state allocates to them; and

WHEREAS, Data from the Indiana Youth Tobacco Survey showed that smoking among Indiana high school students dropped from 32% in 2000, before the ITPC began its work, to 23% in 2002; and

WHEREAS, Cigarette consumption in Indiana decreased 17% in 2003; and

WHEREAS, The non-compliance rate of tobacco retail sales to minors fell from 29% in October 2001- before the ITPC program began- to 14% in June 2003; and

WHEREAS, Every county in the state is being reached by the ITPC media campaign and results from the media tracking surveys show that 75% of youth and adults are aware of advertisements from this campaign; and

WHEREAS, Youth that recall at least one ITPC TV ad were 45% more likely to understand that tobacco is addictive and dangers compared to those not aware of any ITPC TV ads; and

WHEREAS, All of Indiana's 92 counties received a grant in the first two years of the program to conduct tobacco prevention and cessation programs and over 1,600 local organizations have been involved in completing over 4,700 activities at the local level; and

WHEREAS, In 2003, the Indiana Legislature reduced ITPC's annual appropriation to \$10.8 million; and

WHEREAS, A 2003 national report on funding for tobacco prevention showed that Indiana dropped from 6th to 26th in the past year in meeting the minimum amount that the U.S. Centers for Disease Control and Prevention has recommended that the state spend for tobacco prevention; and

WHEREAS, A 2003 national report from the National Women's Law Center gave Indiana an "F" for addressing smoking among women ranking Indiana 46th out of 51; and

BE IT THEREFORE RESOLVED: That the ITPC Executive Board:

1. Calls upon the Indiana General Assembly to reevaluate the decision to cut State funding for a comprehensive tobacco prevention and cessation program in Indiana; and
2. Restore the state funding to the ITPC to the minimum levels recommended by the U.S. Centers for Disease Control and Prevention.

Passed by ITPC Executive Board

November 13, 2003